

Positive Alternatives 2014 - 15 Quarterly Update

Grantee: Birthright of Alexandria

Goal: Provide education and furniture to women in need so their children can experience a safe sleep environment; Provide safety information and car seats to women in need; increase community awareness; provide a comprehensive education program to pregnant and parenting women; provide necessary services to women in need

For the period: January 1-March 31, 2015

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Executive Director: oversees implementation of and provides guidance to grant staff, orients volunteers to programs, distributes crib and car seat program protocols & updates to agencies		Program updates and protocols are made part of monthly volunteer meetings. Contact is maintained with hospital and public health staff so everyone is kept up-to-date. Will need to approve new car seat as Walmart will soon discontinue our current model.	
Administrative Activities	Program coordinator: assesses needs, assures proper certifications are in place, establishes written protocols, liaisons with stores and community contacts, maintains educational materials and files		Car seat technicians work well together to ensure strong communication with each other, clients, other CSTs, and merchants. Certifications are still in place. Education room moved to larger space in our office.	
Outreach	Community Outreach Coordinator: Promote program awareness and positive pregnancy alternatives in community; recruit and train volunteers		Secures and coordinates speaking engagements at area churches and has had groups come in for tours of facility. Participates in Community Connect activities. New volunteers are near end of training.	
Outreach	Public Relations Coordinator: advertise locally		Bus and bench advertisements in place. Outreach goals in place.	

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Outreach	Regional Resource/Educational Coordinator: program evaluation; goal development; plan implementation; liaison with community resources; maintains resources in files; makes purchases; train mentoring volunteers		<ul style="list-style-type: none"> • Resource book revised, made easier to use • Revising education program materials, including CPR curriculum • CPR classes well received due to greater community awareness • Spoke to community group about our parent education programs • Met with representatives from Pope county to explain our programs 	
Car Seat Program	Assess client need; provide instruction by a Certified Car Seat Instruction; offer voucher for car seat	15	Using our MDH evaluation report as a basis, CSTs revised evaluation tools to create a more accurate picture of client progress. They made 1 emergency hospital visit for education. Received an emergency referral from Otter Tail social services (three car seats needed that same day, only one was MDH-eligible, but we found ways to get the other two). A CST adjusted her schedule to accommodate—no other agency could help.	21
Crib Distribution/Sleep Safety Education	Assess client need; refer to Public Health for education; provide voucher for safe sleep furniture to those who complete education	36	Cribs are now back in stock following an availability problem that lasted until early January. Program going smoothly	40
Life-Skills Education Program	Assess client need; provide life-skills education or make referral; offer incentives	3	First Aid/CPR has been popular this quarter. We have set up an effective CPR learning center in our office and acquired more equipment. We were asked by a women's shelter to do some training at their facility.	10
Material Support	Provide public health nurses and ob staff with layettes to pass on to new moms	24	Program continues to be well-received by hospital, and public health staff have come to get some as well.	26

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Nutrition	Assess client need; provide nutrition education or referral; offer incentives	2	<i>See Challenges, #1</i>	0
Parenting Education	Assess client needs; provide parenting education; offer incentives	3	Clients received education on preventing child abuse, safety, bonding, infant temperament, helping baby sleep, and parent-child relationships	9
Pregnancy Education	Assess client needs; provide pregnancy education; offer incentives	2	Clients received education on effects of smoking on a pregnancy, prenatal growth and development, and childbirth	12
Provide Necessary Services Assessments Only	Staff provides clients only intake assessments, information on, referral to and assistance with securing necessary services	45	Staff continues to provide clients with information and referrals. Numbers have been strong this quarter.	56
Transportation	Provide gas cards to enable participation in programs	10	Provides transportation for parenting education program	10

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	21
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	9
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	1

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	0
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	2
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	0

Challenges #1: Nutrition seems to be a topic women aren't finding pertinent. RREC has set a goal of partnering with the extension educator to offer a program (*Nutrition Counts—At the Store*) on site at a local grocers—clients would receive \$10 worth of free groceries from the extension office in addition to our incentives.